

IN THE CLAIMS

1. (currently amended) A receiver, comprising:
 - a receiving unit operable to receive program signals and program guide information;
 - a storage unit operable to store content information indicating whether content displayed immediately before turning off a power source of the receiver is a program guide or a program, and when the content displayed immediately before turning off the power source of the receiver is the program, to store genre information indicating the genre of the program; and
 - a display controller operable, in response to the power source being subsequently turned on, (i) to display the program guide as an initial image when the content information stored in said storage unit indicates that the program guide was displayed immediately before turning off the power source of the receiver, and (ii) to display a currently broadcast as the initial image at least one of a recommended program or another program of a same genre, said display controller being operable to display the recommended program when the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is listed in a list of the recommended programs, the recommended program being determined based on the received program guide information and previously set user preferences, and (iii) to display the currently broadcast program said display controller being operable to display the another program of the same genre when the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast

program is not listed in the list of recommended programs but is of the genre indicated by the stored genre information.

2. (cancelled)

3. (currently amended) In a receiver having a power source, a method comprising:

receiving program signals and program guide information;

storing content information indicating whether content displayed immediately before turning off the power source is a program guide or a program, and when the content displayed immediately before turning off the power source of the receiver is the program, storing genre information indicating the genre of the program; and

in response to the power source being subsequently turned on,

displaying the program guide as an initial image when the stored content information indicates that the program guide was displayed immediately before turning off the power source of the receiver, and

displaying a currently broadcast as the initial image at least one of a recommended program or another program of a same genre,

the recommended program being displayed when the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is listed in a list of the recommended programs, the recommended program being determined based on the received program guide information and previously set user preferences, and

the another program of the same genre being displayed the currently broadcast program when the

stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not listed in the list of recommended programs but is of the genre indicated by the stored genre information.

4. (cancelled)
5. (cancelled)
6. (cancelled)
7. (cancelled)

8. (currently amended) The receiver as claimed in claim 1, wherein said display controller is operable, in response to the power source being subsequently turned on, (iiiv) to display the program guide when the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not listed in a list of the recommended programs and is not of the genre indicated by the stored genre information.

9. (cancelled)
10. (cancelled)
11. (cancelled)

12. (currently amended) The method as claimed in claim 3, further comprising:

displaying, in response to the power source being subsequently turned on, the program guide when the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not listed in a list of the recommended programs and is not of the same genre indicated by the stored genre information.